

Case Study: Children's Lighthouse Learning Centers

Schooling the Austin Market



The Point!

All Points PR secures press opportunities for its clients, which generate leads and positive buzz that gets deals done.

Objective: To enhance Children's Lighthouse's franchise expansion strategy for the Austin, Texas market.

Approach: All Points PR coordinated a targeted campaign for the Austin market to highlight the brand's compelling franchise investment opportunity to a clearly defined audience.

The campaign consisted of:

- ▶ A growth press release focused in the targeted market
- ▶ Several media pitches designed to entice business reporters
- ▶ A media alert for a franchise discovery meeting that All Points coordinated

Results: Children's Lighthouse's first completed franchise agreement in Austin can be directly attributed to a series of press placements All Points PR secured in the market. As a result of the aggressive media relations work and follow-up, All Points PR secured several placements, which helped generate franchisee leads, including the first one to sign in Austin.

A local attorney/businessman, who previously owned a chain of convenience stores, signed an agreement within just a few weeks of reading the story All Points PR secured in the *Austin American-Statesman*.